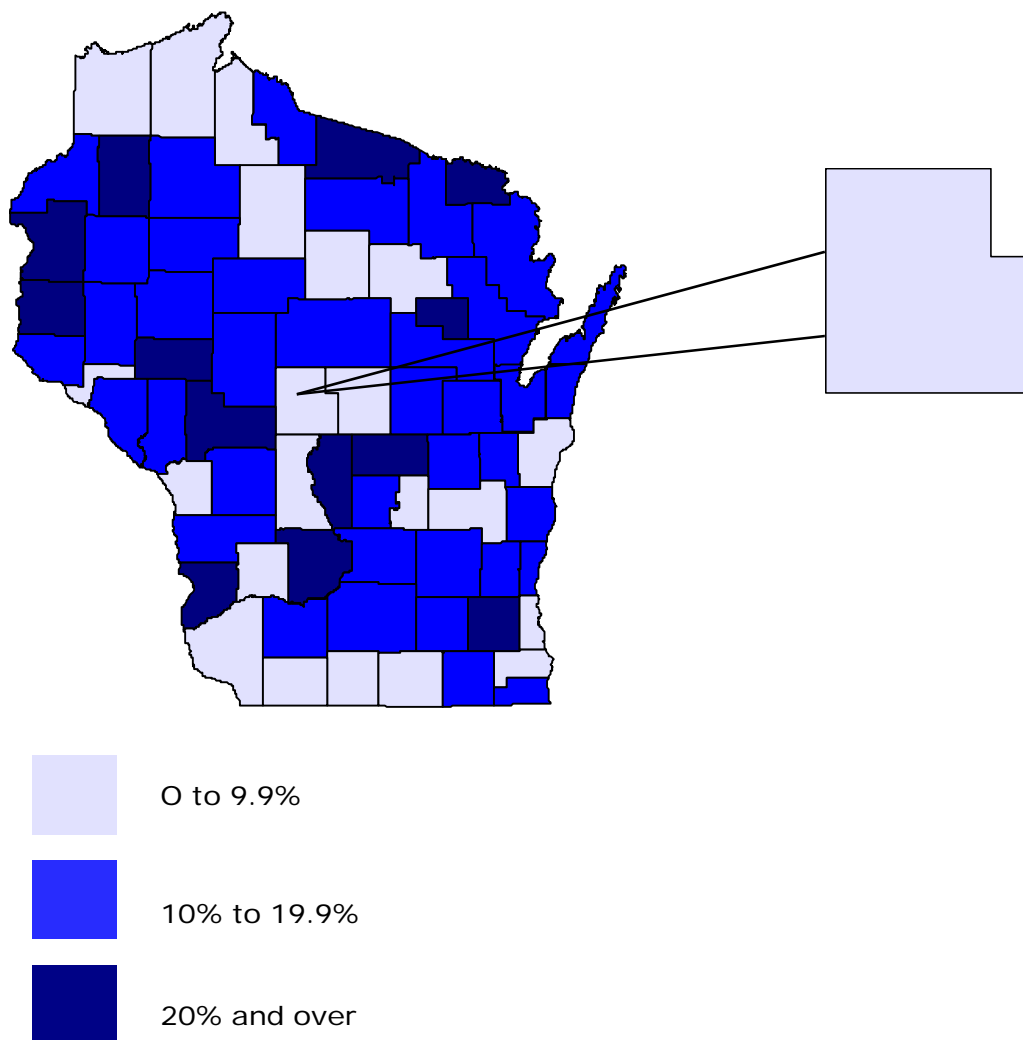


Wood County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Wood County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

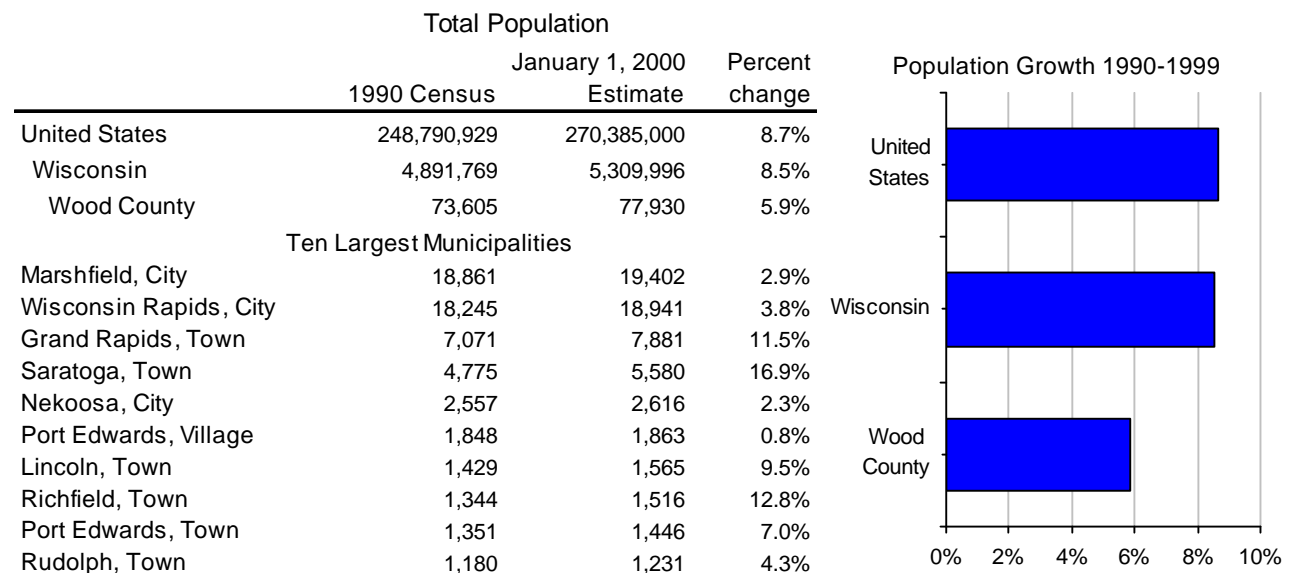
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst, Dennis Goodwin, by telephone (715-261-7745) or email (goodwd@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Wood County Population and Civilian Labor Force

Wood County's population has increased 5.9 percent during the decade. Wood County has grown at a slower rate than either Wisconsin or the United States, or many of the other counties of the state. The lower percentage of growth is somewhat deceptive, however. The percentage of increase describes a population of almost 80,000 people. In total numbers of people, the nine year increase amounts to just over 4,000, which in some of the smaller counties of the area, would have been an explosion of population. Much of this increase is due, of course, to natural increase, but the county total has also been augmented somewhat by immigration, probably from the smaller neighboring counties near Wood County.

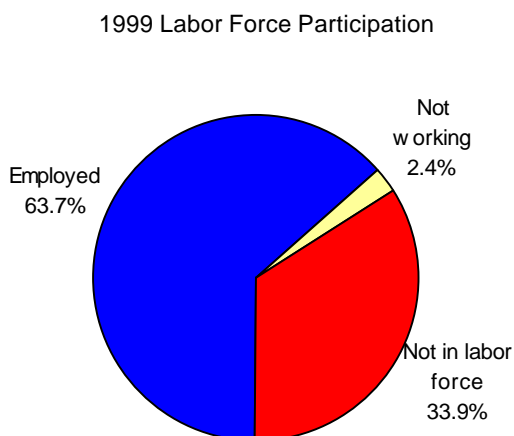


* Wood County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

People who are not working includes people who are unemployed and people who are not in the labor force. Unemployed does not include all people who are not working, some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work. In Wood County, the fastest growing segment of the population by far is the 40 - 54 age group, or those in their so-called prime earning years. The youngest group in the labor force in Portage County 16 - 24 years old) is growing at about the rate of general increase. This element of the population is also one of the smallest, which accounts somewhat for the labor shortage in Wood County.

The term used to describe the relationship between the labor force and population is the participation rate. When compared to some other areas of the state, the participation rate of Wood County workers is rather high (slightly over 66 percent). The reason for this can be found in the relatively fewer number of people in the older age levels of the population and the large number in the age 16 - 54 range, which comprises the bulk of the working classes in the county.

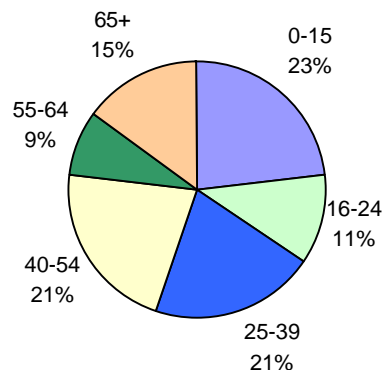


The 36 percent increase in labor force aged population in the 40-54 age segment of the labor force is the result of the aging of baby-boomers. Of major significance to employers has been the slow growth in the number of younger workers. Slow growth in the number of 16 to 24 year olds and an increase in the numbers of businesses which traditionally hire large numbers of young workers has contributed to the current labor shortage.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

Wood County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	18,438	18,188	-1.4%
16-24	8,472	8,747	3.3%
25-39	17,807	15,985	-10.2%
40-54	12,275	16,725	36.2%
55-64	6,201	6,663	7.5%
65+	10,412	11,622	11.6%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Wood County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	39,300	39,300	40,000	40,400	40,200	39,000
Employed	37,300	37,600	38,400	38,600	38,400	37,600
Unemployed	1,970	1,650	1,530	1,800	1,810	1,410
Unemployment Rate	5.0%	4.2%	3.8%	4.5%	4.5%	3.6%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

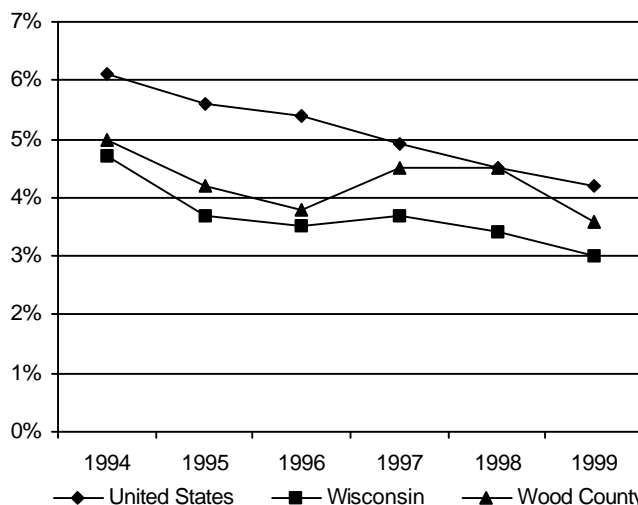
The unemployment rate in Wood County has been fairly stable from year to year, with no serious fluctuations. In 1994, it stood at 5.0 percent and by 1999, it had declined to 3.6 percent. This has been above the state rate only very slightly, but well below the national unemployment rate.

One advantage of the Wood County labor market is its relative stability. No one industrial element dominates the scene, with manufacturing playing an important enough role to keep working wages and income comfortably above the state average. This is due to the presence of several large paper mills in the area, as well as other businesses.

(Note - Although these 1990 Census Commuting numbers have not yet been updated by the recent Census, we do not anticipate any significant changes in the general pattern of movement.)

About 3,800 Wood County workers leave the county each day to work elsewhere, mainly in Portage County (about 1,900 making that trek). This is out of a total of about 30,000 employed within the county itself. By contrast, about 7,000 workers commute into Wood County each day from neighboring areas to work, the largest number coming from Marathon County to the north. This large number seems to be

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

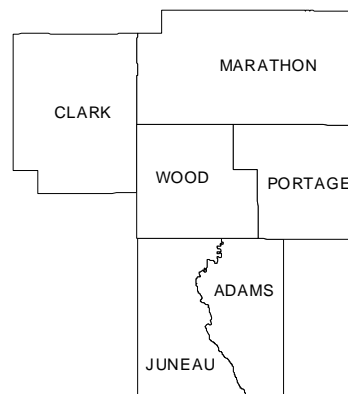
traveling mainly to the Marshfield area, which sits on the county line.

Wood County Commuting Patterns

	Commute Into	Commute From	Net Commute
Portage	1,925	1,778	-147
Marathon	685	3,131	2,446
Clark	140	1,378	1,238
Adams	699	280	-419
Juneau	165	124	-41
Worked elsewhere	240	381	141
Total	3,854	7,072	3,218

Work within Wood County 30,092

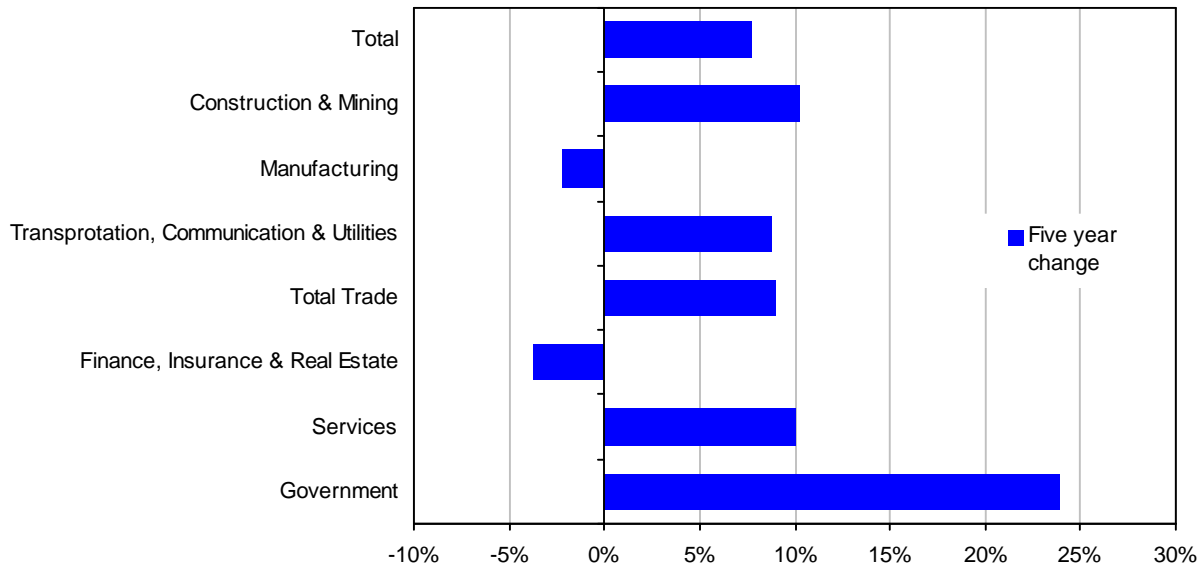
Source: WIDWD, Bureau of Workforce Information. Wisconsin's Commuting Patterns, 1994.



It is impossible to say what kinds of jobs these workers are commuting to, or what their professions are. Are they stable, permanent types of jobs, such as professional employment, or perhaps jobs in manufacturing firms in a neighboring county? Or, are they the kinds of jobs that typically take a person some distance from his or her home, like seasonal construction work? The seemingly large number of workers driving to Wood County appears strange, until we reflect that the city of Marshfield straddles the county line in north Wood County, and that this city is the site of a major medical facility, employing about 2,500 people. This undoubtedly accounts for much of the Marathon County to Wood County daily commute.

In a fairly broad sense, the counties of Wood, Marathon and Portage constitute a single labor market, and each area contains a major city, with established manufacturing and business centers. The daily movement of workers between these counties is fairly heavy for mid-state rural counties, and attests to the vigor of the general labor market in the central Wisconsin area.

Wood County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	40,762	41,157	41,463	42,330	42,997	43,916	2.1%	7.7%
Goods Producing	12,055	11,874	11,734	11,501	11,719	11,999	2.4%	-0.5%
Construction & Mining	1,668	1,701	1,647	1,649	1,806	1,840	1.9%	10.3%
Manufacturing	10,387	10,173	10,087	9,852	9,913	10,159	2.5%	-2.2%
Durable	3,117	2,911	2,962	2,906	3,057	3,211	5.0%	3.0%
Nondurable	7,270	7,262	7,125	6,946	6,856	6,948	1.3%	-4.4%
Service Producing	28,707	29,283	29,729	30,829	31,278	31,916	2.0%	11.2%
Transportation, Communications & Utilities	2,946	3,129	3,262	3,278	3,195	3,205	0.3%	8.8%
Total Trade	9,036	9,192	9,159	9,453	9,379	9,853	5.1%	9.0%
Wholesale	1,422	1,415	1,429	1,404	1,455	1,484	2.0%	4.3%
Retail	7,614	7,777	7,730	8,049	7,924	8,369	5.6%	9.9%
Finance, Insurance, and Real Estate	1,002	998	950	928	981	965	-1.6%	-3.7%
Services & Misc.	11,455	10,815	11,253	12,052	12,684	12,607	-0.6%	10.1%
Total Government	4,268	5,148	5,105	5,118	5,038	5,286	4.9%	23.9%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

Several sectors of the Wood County industrial landscape increased substantially in the period of 1994 - 1999. Durable goods employment grew by about 3 percent, although nondurable goods has dropped, possible due to losses in paper manufacturing. Communications and utilities expanded by about 300 jobs in the county (about 10 percent) which is not unusual in a county with a large and growing municipalities. There are also two rapidly growing trucking companies in north Wood County. Trade employment has increased by about 9 percent over the period, about even with neighboring counties.

In the world of paper in recent years, overcapacity has become a serious problem which has been felt in the Central Wisconsin area. Dislocations are going to occur, although it is too early to tell to what extent this will mean job losses through downsizing and other measures.

Wood County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	77	9,189	445	2724
Paper And Allied Products	4	5,405	-189	-145
Educational Services	13	2,575	74	200
Trucking And Warehousing	70	2,427	-16	67
Eating And Drinking Places	133	2,146	-141	120
Lumber And Wood Products	19	1,941	207	431
Miscellaneous Retail	68	1,347	19	97
Executive, Legislative, And General	30	1,277	-51	-96
Food Stores	19	1,225	81	185
Automotive Dealers & Service Stations	71	1,211	9	86

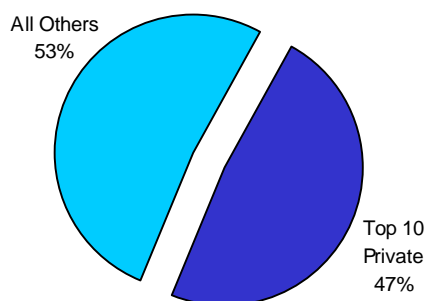
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Top 10 Employers

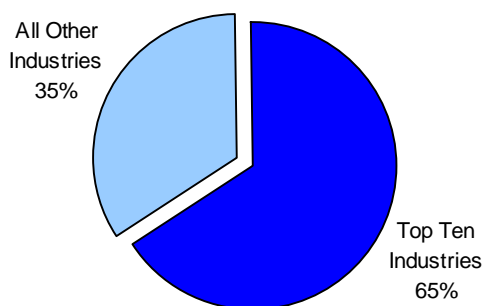
Company	Product or Service	Size
Marshfield Clinic	Health Care	1000+
Stora Enso Papers	Paper manufacturing	1000+
St Joseph's Hospital	Health Care	1000+
Nekoosa Papers Inc	Paper manufacturing	1000+
Roehl Transport Inc	Trucking, Interstate	1000+
Wisconsin Rapids Public School	Public Instruction	500-999
Weyerhaeuser Co	Wood Products	500-999
County Of Wood	Public Employment	500-999
Marshfield Homes	Modular Homes	500-999
Riverview Hospital	Multiple Locations	500-999

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top Ten Employers
Share of Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment



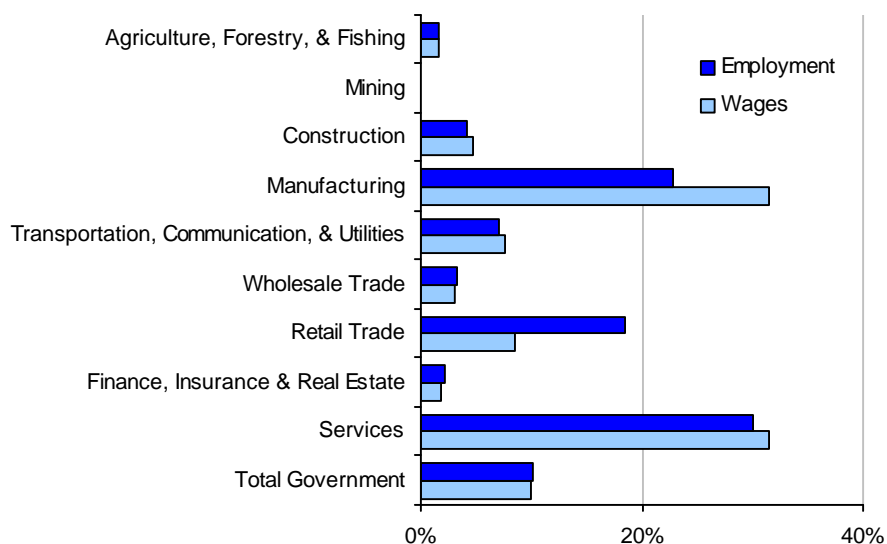
Wood County is one of few counties in central Wisconsin which can boast of local employers with a payroll of more than 1,000 employees. The Wisconsin Rapids area is noted for, among other things, their manufacture of coated papers and other paper products, as well as large trucking companies that have their headquarters in the northern part of the county. Employment in these businesses represents many blue and white collar occupations, in the production, material handling, and clerical and professional fields.

The top ten private employers slice of the employment pie (left pie chart) is typically very narrow in the more rural counties of the northern part of the state. In the core counties of Portage, Marathon, and Wood it passes the 10 - 15 percent mark, due to the presence of just a few very large employers. Other large employers represent the variety of industries that is one of the most important elements of the economic strength of the area.

Wood County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$31,090	\$29,609	105.0%	5.3%	16.4%	43,695
Agriculture, Forestry, & Fishing	\$29,326	\$21,499	136.4%	6.9%	0.8%	723
Mining	*	\$39,968	*	*	*	*
Construction	\$35,970	\$36,772	97.8%	6.3%	19.9%	1,787
Manufacturing	\$42,664	\$37,773	112.9%	3.2%	13.8%	10,000
Transportation, Communications, & Utilities	\$32,782	\$34,523	95.0%	4.1%	11.9%	3,117
Wholesale Trade	\$28,435	\$38,048	74.7%	6.6%	12.4%	1,463
Retail Trade	\$14,391	\$15,066	95.5%	8.0%	20.1%	8,060
Finance, Insurance, & Real estate	\$24,531	\$37,911	64.7%	-0.2%	13.6%	969
Services	\$32,577	\$26,041	125.1%	7.5%	23.2%	13,162
Total Government	\$30,377	\$32,017	94.9%	2.6%	11.0%	4,413

Total Employment and Wage Distribution by Industry Division

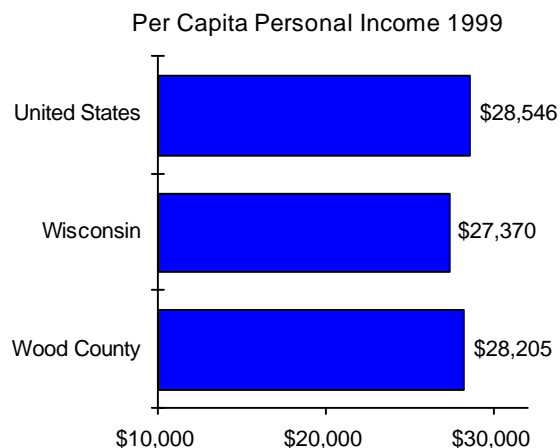


Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

In the table at the top of the page, the one thing that seems to stand out is the fourth column, indicating the percent of the state average wage paid in different industries in Wood County. The wage levels in Wood County compare very well to those paid workers across the state as a whole. This is not surprising, considering that manufacturing employment in the county represents such a high percentage of the whole. High pay is very often closely associated with large manufacturing facilities.

Retail trade employment has had a good share of county employment (just over 20 percent) but earnings are a fraction of those in manufacturing, which is certainly not unique to Wood County. The industrial elements that even comes close to approaching manufacturing in average annual earnings are those of construction and transportation and utilities. These occupations have increased in recent years and include many high paying professions and occupations falling under organized labor's bargaining influence.

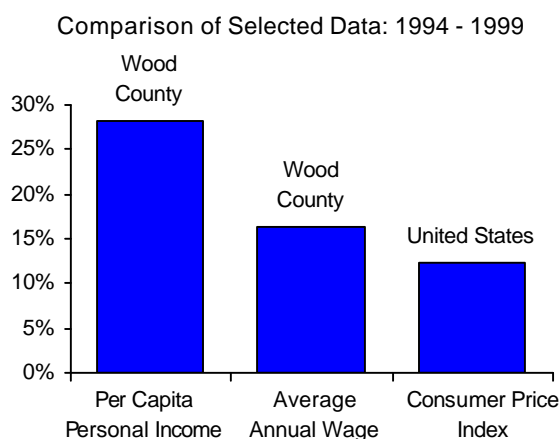
Wood County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Wood County's per capita income ranked 11th of Wisconsin's 72 counties during 1999. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Wood County per capita income has increased by about 29 percent and wages earned in the County have increased by about 21 percent. In many industrialized areas, per capita personal income has increased faster than average annual wages recently.

As suggested elsewhere, the three counties of Portage, Wood, and Marathon share thousands of workers each day, accounting for a great deal of commerce moving back and forth over county lines throughout the year.



Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Wood County	\$22,009	\$22,575	\$23,863	\$25,218	\$26,800	\$28,205	5.2%	28.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Administrative Secretary	\$12.07	\$11.55
Assembler	\$9.68	\$8.35
Cooks, Short Order	\$15.48	\$13.85
Driver/Sales Workers	\$13.30	\$11.95
Janitors & Cleaners	\$5.74	\$5.45
Machine Feeders & Offbearers	\$12.46	\$11.58
Welders & Cutters	\$12.11	\$11.82
Computer Programmers	\$16.24	\$16.11
Construction Carpenter	\$15.10	\$14.25
Food Preparation Workers	\$5.89	\$5.65
General Office Clerk	\$8.82	\$8.62
Licensed Practical Nurse	\$12.07	\$11.88
Salesperson, Retail	\$19.31	\$18.55
Nursing Aides, Orderlies, etc.	\$16.67	\$16.22

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive. If the median is significantly below the mean, an employer offering mean wages should capture most of the market. Similarly, for workers in that occupation it will be difficult to find the job which pays the mean wage.

Source: WI DWD, BWI. 1998 OES Wage Survey, Wausau, WI